

Message Text

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PAGE 01 AMMAN 01413 131114Z

ACTION CU-04

INFO OCT-01 NEA-10 ISO-00 /015 W

-----131118Z 016541 /10

R 130741Z MAR 77

FM AMEMBASSY AMMAN

TO USIA WASHDC

SECSTATE WASHDC 889

INFO AMEMBASSY CAIRO

UNCLAS AMMAN 1413

USIAC

FOR INA

SECSTATE FOR CU/NEA

E.O. 11652: N/A

SUBJECT: MEDIA REACTION

1. DR DOUGLAS BOYD, FULBRIGHT PROFESSOR IN MASS COMMUNICATIONS (CAIRO UNIVERSITY 1976-77), CONDUCTED AN UNUSUALLY SUCCESSFUL THREE DAY SEMINAR IN AMMAN MARCH 7-9 ON THE GENERAL THEME OF MASS COMMUNICATIONS IN NATIONAL DEVELOPMENT.

2. ORGANIZED WITH MINISTRY OF INFORMATION TRAINING DIVISION, SESSIONS ATTRACTED 25 INVITEES FROM 17 MAJOR MINISTRIES, DEPARTMENTS, UNIVERSITIES AND MEDIA OUTLETS.

3. WORKING ON A COMPARATIVELY OPEN AGENDA BOYD'S FLEXIBILITY, FEEL FOR HIS AUDIENCE COMBINED WITH A FIRST QUALITY GROUP OF PARTICIPANTS PRODUCED ONE OF THE MOST SUCCESSFUL SEMINARS EVER SEEN IN JORDAN, ALMOST THE ULTIMATE IN LECTURER-AUDIENCE EXCHANGE.

4. WITH A QUICKLY ACQUIRED LOCAL REPUTATION

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PROFESSOR BOYD WAS INVITED AT THE CONCLUSION OF THE SEMINAR TO TALK TO A COURSE FOR PROFESSIONAL PUBLIC RELATIONS OFFICIALS AT THE ROYAL SCIENTIFIC SOCIETY. THIS WAS ATTENDED BY MORE THAN 60 REPRESENTATIVES FROM BOTH THE PUBLIC AND PRIVATE SECTORS.

5. THE VISIT FINALE WAS A WORKING DINNER AT THE

PAO'S HOUSE FOR HIGH LEVEL OFFICIAL WHO COULD NOT
SPARE THE TIME TO ATTEND THE THREE DAY SEMINAR.
THE MINISTER OF INFORMATION, HIS DEPUTY ALONG WITH
THE PRESS OFFICER FOR THE PRIME MINISTER AND THE
DIRECTORS GENERAL OF JORDAN'S TELEVISION AND RADIO
SERVICE WERE AMONG THOSE WHO ATTENDED AND TOOK PART IN A FREE AND
FAR RANGING DISCUSSION OF MEDIA AND DEVELOPMENT.

6. BOYD DIDN'T GET OVERTIME -- THOUGH HE DESERVED
IT. GOJ IS CONSIDERING POSSIBILITY OF A RETURN
VISIT ON THEIR INVITATION.
FOSTER

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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Disposition Approved on Date:
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Disposition Comment:
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TAGS: SOPN, (BOYD, DOUGLAS)
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